



Promoting CMP Healthcare Media

The Goal:

CMP Healthcare Media creates meaningful connections among leading healthcare professionals by delivering objective, clinically relevant information via a diverse range of communication vehicles, including fourteen clinical publications, multimedia products, Web programs, meetings, teleconferences and editorial supplements.

CMP Healthcare Media's growing repertoire of market leading tools for pharmaceutical and medical device manufacturers was often excluded from relevant articles in influential trade publications. The leading healthcare publisher needed to effectively reach potential and current advertisers, and they engaged PReturn staff to raise their brand visibility within these important publications.

The Deal:

CMP Healthcare Media needed to consistently communicate the company's leadership position across many medical specialties; heighten its corporate profile within the healthcare publishing industry; highlight the advantages of communicating through clinical publications; and create awareness of new publications. PReturn staff provided message development, media training and an aggressive media relations program that targeted five specific industry trade publications. PReturn staff broadened the efforts later by coordinating sales force presentation training and increasing the overall consistency of external communications.

The Outcome:

The team secured numerous targeted media placements and implemented a corporate messaging platform to ensure consistency across media and spokespeople. PReturn leaders also developed, wrote and placed a number of bylined articles.

The Tools:

- Bylined articles
- Industry commentaries
- Executive media training
- Proactive media relations
- Message development
- Sales force presentation training
- Industry & proprietary research
- Trend Stories
- Persistence!

The Results:

As a result of numerous media placements and bylined articles, CMP Healthcare Media strengthened its industry reputation and successfully promoted its publication launches. The effort generated news coverage that included clinical newsletters; industry Web sites; and national, regional and local news organizations. Most importantly, though, ongoing coverage was established in five priority trade publications, and the publisher continues to receive attention from these news outlets today.

Select Media Placements & Speaking Opportunities:



BOTTOM LINE MARKETING.

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